

# Butter and Margarine in China

<https://marketpublishers.com/r/B556D807CE8EN.html>

Date: August 2017

Pages: 27

Price: US\$ 990.00 (Single User License)

ID: B556D807CE8EN

## Abstracts

Robust volume and value growth of butter and margarine in China throughout the review period can be attributed to the prevalence of home baking and Western-style cooking, especially among the young. With the generation after the 1980s and 1990s having become the mainstream consumers, their desire for novelty and Western lifestyle have large impacts on the overall consumer market. Home baking is very much in line with the demand among the youngest. As a result, butter and margarine benefits from...

Euromonitor International's Butter and Margarine in China report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2012-2016, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they new product developments, distribution or pricing issues. Forecasts to 2021 illustrate how the market is set to change.

**Product coverage:** Butter, Cooking Fats, Margarine and Spreads.

**Data coverage:** market sizes (historic and forecasts), company shares, brand shares and distribution data.

### Why buy this report?

Get a detailed picture of the Butter and Margarine market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

## Contents

Headlines

Trends

Competitive Landscape

Prospects

Category Data

Table 1 Sales of Butter and Margarine by Category: Volume 2012-2017

Table 2 Sales of Butter and Margarine by Category: Value 2012-2017

Table 3 Sales of Butter and Margarine by Category: % Volume Growth 2012-2017

Table 4 Sales of Butter and Margarine by Category: % Value Growth 2012-2017

Table 5 NBO Company Shares of Butter and Margarine: % Value 2013-2017

Table 6 LBN Brand Shares of Butter and Margarine: % Value 2014-2017

Table 7 Distribution of Butter and Margarine by Format: % Value 2012-2017

Table 8 Forecast Sales of Butter and Margarine by Category: Volume 2017-2022

Table 9 Forecast Sales of Butter and Margarine by Category: Value 2017-2022

Table 10 Forecast Sales of Butter and Margarine by Category: % Volume Growth 2017-2022

Table 11 Forecast Sales of Butter and Margarine by Category: % Value Growth 2017-2022

Executive Summary

Packaged Food Records Dynamic and Faster Current Value Growth in 2017

Segmentation Fuels Growth and Supports Demand in A Virtuous Circle

Dairy Giants Continue To Lead the Industry

Internet Retailing Continues To Gain Share Through Strong Growth

Sustainable Value Growth Is Expected Over the Forecast Period

Key Trends and Developments

Fresher Packaged Food Is Increasingly Popular

Further Segmentation Drives Growth

Booming Cross-border Platforms Facilitate Growth of Overseas Players Present Within Niche Areas

Western Cuisine Is Increasingly Impacting Packaged Food in China

Foodservice: Key Trends and Developments

Headlines

Trends: Sales To Foodservice

Trends: Consumer Foodservice

Prospects

Category Data

Table 12 Foodservice Sales of Packaged Food by Category: Volume 2012-2017

Table 13 Foodservice Sales of Packaged Food by Category: % Volume Growth 2012-2017

Table 14 Forecast Foodservice Sales of Packaged Food by Category: Volume 2017-2022

Table 15 Forecast Foodservice Sales of Packaged Food by Category: % Volume Growth 2017-2022

#### Market Data

Table 16 Sales of Packaged Food by Category: Volume 2012-2017

Table 17 Sales of Packaged Food by Category: Value 2012-2017

Table 18 Sales of Packaged Food by Category: % Volume Growth 2012-2017

Table 19 Sales of Packaged Food by Category: % Value Growth 2012-2017

Table 20 GBO Company Shares of Packaged Food: % Value 2013-2017

Table 21 NBO Company Shares of Packaged Food: % Value 2013-2017

Table 22 LBN Brand Shares of Packaged Food: % Value 2014-2017

Table 23 Penetration of Private Label by Category: % Value 2012-2017

Table 24 Distribution of Packaged Food by Format: % Value 2012-2017

Table 25 Distribution of Packaged Food by Format and Category: % Value 2017

Table 26 Forecast Sales of Packaged Food by Category: Volume 2017-2022

Table 27 Forecast Sales of Packaged Food by Category: Value 2017-2022

Table 28 Forecast Sales of Packaged Food by Category: % Volume Growth 2017-2022

Table 29 Forecast Sales of Packaged Food by Category: % Value Growth 2017-2022

#### Definitions

#### Sources

Summary 1 Research Sources

## I would like to order

Product name: Butter and Margarine in China

Product link: <https://marketpublishers.com/r/B556D807CE8EN.html>

Price: US\$ 990.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/B556D807CE8EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970